

# CPDD Bible

A Bible for Commercial Property  
Development & Design

# 商道

商业地产开发设计之道

金盘地产传媒有限公司 策划  
广州市唐艺文化传播有限公司 主编

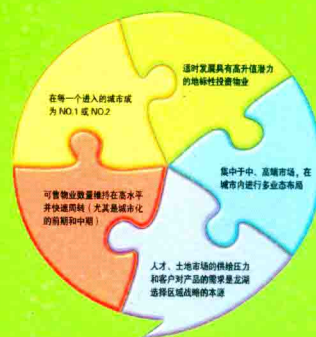


## 凯德置地模式

长三角区域+环渤海区域+  
珠三角区域+西南区域+中部区域  
→ “3+2”战略布局

## CapitaLand Mode

Changjiang River Delta Region +  
Circum-Bohai-Sea Region + Pearl  
River Delta Region + Southwest  
Region + Middle Region → “3+2”  
Strategic Layout



◎龙湖商业“区域聚焦  
战略”分析图



## 万达模式

先租后建+技术对接+联合发展+平均租金  
→ 订单式商业地产

## Wanda Mode

Rental First & Construction Later + Technology Joint  
+ Cooperative Development + Averaging Rental  
Order-oriented Commercial Property



## 中粮模式

商业综合体+都市综合体+  
区域型城市综合体→  
“大悦城”品牌战略

## COFCO Group Mode

Commercial Complex + Urban  
Complex + Regional Urban  
Complex → “Joy City” Brand  
Strategy



## 华润置地模式

“集团孵化”双直模式→大型都市综合体  
+ 区域性商业中心+区域性购物中心

## China Resources Land Mode

“Group Incubation” Win-Win Mode → Large Urban  
Complex + Regional Commercial Center +  
Regional Shopping Center



◎龙湖商业（2006~2012）营业收入、净利润情况



江苏凤凰科学技术出版社



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## 商道——商业地产开发设计之道

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书名: **商道——商业地产开发设计之道**



出版社: 江苏凤凰科学技术出版社 语言: 中英对照

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出版时间: 2014-7

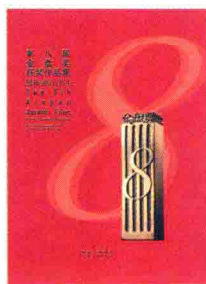
本书甄选万达、华润、凯德等著名开发商的20个高品质项目,以商业地产开发、设计为重点,并对当下7种典型的开发模式进行深度解剖,以期对开发商、设计师、投资机构提供更具实用性的参考。

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出版时间: 2014-4

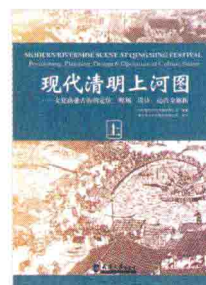
本书精选100个金盘奖获奖项目,从最佳写字楼、最佳商业楼盘、最佳酒店、最佳公寓、最佳别墅、最佳综合楼盘、最佳旅游度假区七大分类深入解读当下高品质楼盘的开发设计走向。

定价: 850.00元

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书名: **现代清明上河图——文化商业古街的定位、规划、设计、运营全解析**



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开本: 245mm × 325mm

出版时间: 2014-4

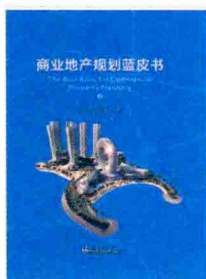
本书精选44个文化商业街区开发项目,重点介绍国内文化商业街区开发的定位、规划、设计、运营等内容,为开发商业地产的特色之路提供参考和借鉴。

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书名: **商业地产规划蓝皮书**



出版社: 天津大学出版社 语言: 中文/英文

开本: 245mm × 325mm

出版时间: 2014-3

本书囊括10多种商业地产热门开发类型,精选200多个知名开发商最新力作,并通过图文紧密结合,清晰展示规划思路与特色。

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书名: **满庭芳·新中式II——从空间意境到中式人文的再现**



出版社: 湖南美术出版社 语言: 中英对照

开本: 310mm × 450mm

出版时间: 2014-3

本书精选80多个新中式空间项目,重点展现其设计主题、设计手法、中式元素和符号的创新运用,并融入词牌概念创新编排,多面呈现中式空间设计新思路。

定价: 980.00元

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出版社: 湖南美术出版社 语言: 中英对照

开本: 260mm × 370mm

出版时间: 2014-2

本书精选万科当下创新产品系列,从7大主题剖析万科创新产品的开发设计走向,再现项目创作思路 and 过程,最大化提升参考性和实用性。

定价: 520.00元

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### 大连万达中心>>P16

通过改变外围结构柱外露部分的进深，形成具有退韵变化的建筑肌理。每节退韵单元的高度均按“黄金分割比例”进行收分，塑造简洁而又具有刚性力度的形体，更好地彰显出综合体的城市地标性。

#### Wanda Center Dalian

Through changing the depth of columns of peripheral structure, a concave-convex texture is formed. The height of each backward unit is arranged in golden section to mold a simple yet powerful shape.

### 莆田万达广场>>P32

建筑群体形象充分体现万达高效、简练的企业文化特征。立面设计结合不同功能区域的不同要求，形成不同的材料体块。金属板幕墙肌理从四边形到三角形的渐变效果，诠释了莆田市人工环境与自然环境交相呼应、人与自然环境和谐共生。陶百叶凹凸的肌理变化，着重突出项目的尊贵品质以及人们对生活的执着追求。

#### Wanda Plaza Putian

The building group image fully presents the efficient and concise enterprise culture characteristics of Wanda Group. The facade design, combining demands of different functional areas, forms different material chunks. The texture of metal plate curtain wall gradually changes from quadrangle to triangle, interpreting the integration of artificial environment and natural environment in Putian, and the harmonious coexistence of human and natural environment. The concave-convex texture of ceramic louvers highlights the noble quality of the project and insistent pursue of life.

### 成都万象城>>P64

强调建筑的整体造型与环境绿化相结合。通过层叠的退台设计、围合的“美食花园”广场以及屋顶花园的处理，在赋予建筑人文特征的同时，诠释“共生”的购物中心理念。

#### The MixC Chengdu

The integral shape of the building emphasizes integration with environment greening. By tiered terrace design, enclosed “gourmet garden” square and treatment of roof garden, the project interprets the shopping center concept of “coexistence” when giving the building cultural characteristics.

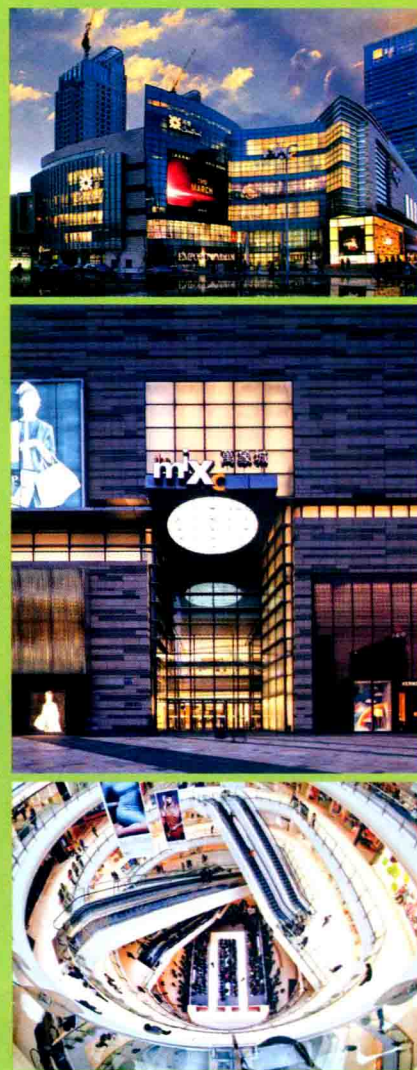
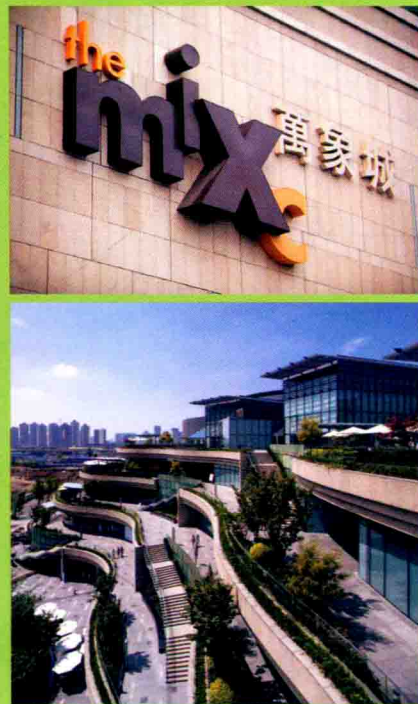
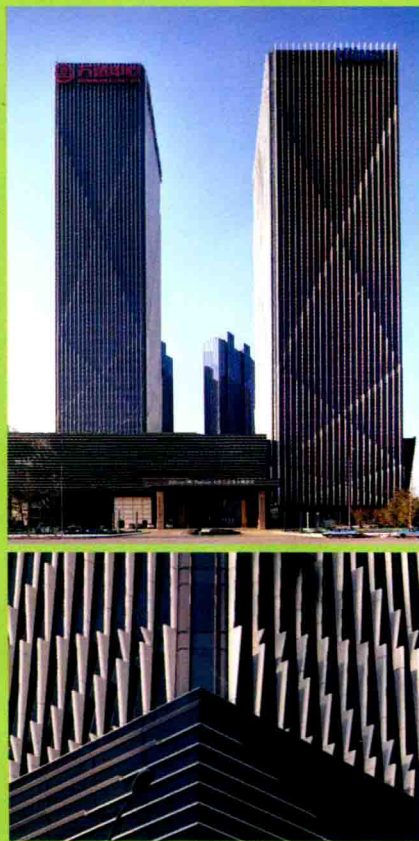
### 沈阳万象城>>P84

建筑将现代意识和具有自由精神的装饰艺术风格相融合，立面以石材、金属、玻璃进行打造，刚柔并济的横、竖线条，突出建筑材料的质感和纹理，时尚感强烈。大楼外墙覆盖的玻璃象征瀑布的形状，“水”持续流动并随季节而变化，而“水”的精华成为亘古不变的“永恒”。

#### The MixC Shenyang

The building integrates modern concept with free-spirit Art Deco style. Its facade is built of stone, metal and glass. The horizontal and vertical lines coupling hardness with softness highlight the texture of the materials and have a strong sense of fashion. The glass covering the facade of the building symbolizes the shape of waterfall. “Water” flows continually and changes as the seasons change, and the essential of “water” become an eternally immutable “eternity”.

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### 成都来福士广场 P108

设计师以杜甫的《咏怀古迹》为设计灵感，将“三峡楼台淹日月，五溪衣服共云山”的宏伟意境进行完美演绎，形成了类似峡谷的空间变幻感与切削的锋锐感，带给人们奇妙、绚丽的感官体验。

#### Raffles City Chengdu

Inspired by a poem of the city's greatest poet Du Fu, "From the northeast storm-tossed to the southwest, time has left stranded in Three Valleys", the designers give the grand conception a perfect interpretation, and create a changeable valley-shape space and a sharp feeling of slicing, bringing visitors fantastic and gorgeous sensory experience.

### 宁波来福士广场 P134

立面设计上，主入口的雨棚从建筑体量自然地延伸出来，成为联系建筑内外的条带，彰显出强烈的整体感。办公塔楼南侧的空中花园构成其自身的标识性，穿插深浅变化的条形彩釉玻璃，使建筑的肌理呈现出水流一样的流动感。

#### Raffles City Ningbo

In facade design, the canopy of the main entrance naturally stretches out from building to become a connection, presenting a strong wholeness. The air garden at the south of office tower constitutes identification. Colored glazing strips, interweaving and varying, make the texture of building as dynamic as flowing water.

### 重庆星悦荟 P158

采取反规划的建筑思路，使建筑本身成为一件艺术品，让每个立面都标新立异。设计打破现代主义大片、整齐划一的外立面，将其碎化，从而形成层次分明、立体感极强、极富个性的外立面，保持一种和谐、亲近的视觉美感。

#### Starry Street Chongqing

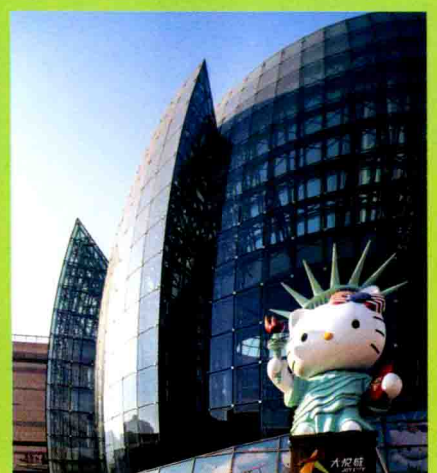
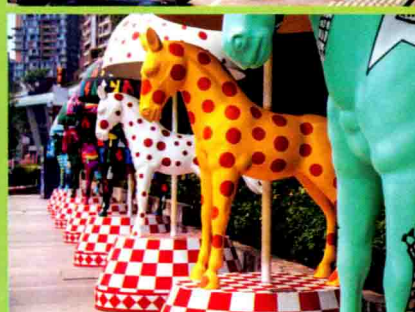
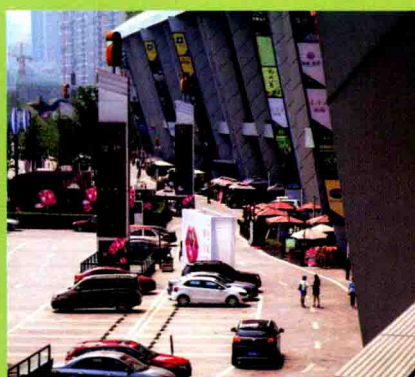
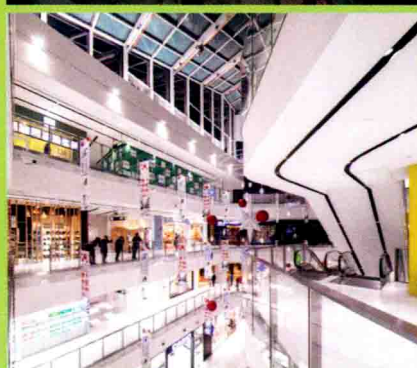
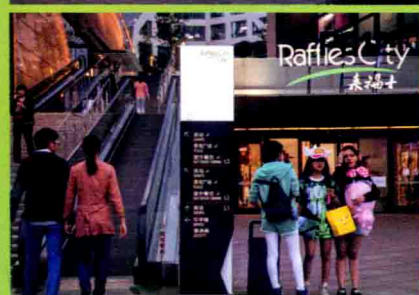
Designers applied an architecture idea of "anti-planning" to make the building an artwork with each facade being unconventional. The design of the facades breaks through the modern large and uniform facades. Instead, it breaks the facades into fragments to form personalized facades of distinct layers, strong stereoscopic impression, keeping a harmonious and friendly visual beauty.

### 天津大悦城 P182

采用玉米地和农作物等意象作为主导视觉要素，从农作物随风摇曳的景象中，构思楼顶景观层层叠叠的动态曲线。同时，以各种“片断式”的设计手法，创造人们可参与、体验的景观环境。起伏的界面、空间与建筑结合，形成富有动感的流线，营造具有活力的空间交替变化。

#### Joy City Tianjin

The design adopts images of cornfield and crops as dominant visual elements and conceives a tier upon tier dynamic curves of rooftop landscape from the scenery of crops floating with wind. With the design approach of "fragment", the design creates a landscape environment that allows people to take part in and experience. Rolling interface and space are combined with building forming a dynamic circulation and creating an alternation of vivid space.





深圳海雅缤纷城 >>P204

在色彩的变幻设计中，犹如几块巨大、璀璨的宝石，镶嵌在银色的建筑基座上。特殊的流线型建筑体与色彩运用，不仅彰显出建筑独特个性，也在商业使用中，极具视觉标识性和引导性。

HaiYa Mega Mall, Shenzhen

The buildings in different colors with different textures and facades are like several huge brightly shining precious stones inlaid into the silvery building base. Specific streamlined shape and color of the buildings show the unique architecture image with visual signal and guidance.

深圳星河龙岗COCO Park >>P224

采用亲切、自然、休闲的建筑风格，配合来源于“水滴”灵感的玻璃球体设计，外墙以浅灰色为主色调，流线型的动感花纹营造出全新的休闲氛围。同时，提出“内街”概念，使内院景观平台与室内购物街在规划上产生互动。

COCO Park Longgang, Shenzhen

The amiable, natural and casual architectural style, glass ball design inspired from “water drop”, facades dominated by light gray and clipper-built dynamic patterns present a new leisure atmosphere. The project puts forward a concept of “Inner Street”, which makes the inner patio landscape platform interact with indoor shopping street in planning.

深圳福田科技广场 >>P244

3栋塔楼以“品”字形布置于用地之中，每栋塔楼与地面直接联系，犹如破土而出的水晶。在近人尺度方面，通过以3栋超高层塔楼为主体，加上用地内散落的5栋大小、高低不一的多层建筑，共同形成几条富有变化的内街。

Futian Science Plaza, Shenzhen

Three towers in a “品” layout is adopted. Each tower is directly connected to the land like a sprouting crystal break through the soil. As for human orientation, three super high-rise towers and five scattered podiums of different sizes form several changeable inner streets.

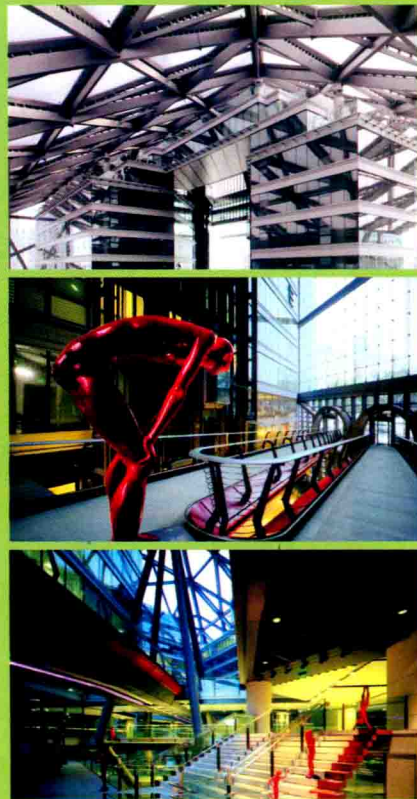
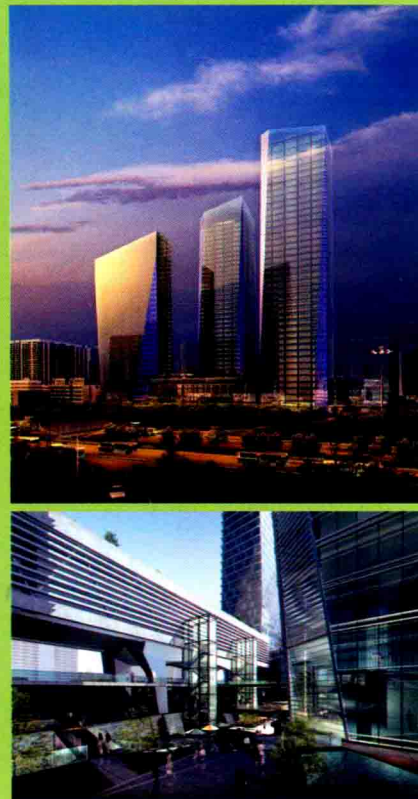
北京侨福芳草地 >>P264

雕塑与建筑相融合，散发着属于侨福芳草地的独特气质。奇趣而充满不羁想象力的作品，引领消费者进入达利“狂想的旅程”，这不仅是侨福芳草地的精神珍品，更象征着“通往西方的桥梁”。

Parkview Green, Beijing

The combination of sculptures and buildings diffuses a unique temperament of the project. The funny sculpture works, which is full of uninhibited imagination, lead consumers to join in Dali’s “rhapsodic journey”. They are spirit treasures of the project; what’s more, they symbolize “the bridge leading to the Western”.

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### 上海iAPM>>P288

设计师把石库门的建筑风格运用到项目中，并把室外部分与商业走廊上的阶梯平台进行连接，形成了沿淮海路醒目的双层商业空间。镶满绿植的墙壁出现在拥挤的建筑群中，让人顿时远离都市水泥森林，进入清新的绿色花园。

#### iAPM, Shanghai

The Shikumen style is applied in the project; the exterior is connected to the terraced platforms that overhang the bustling commercial corridor, which results in the creation of striking double-height retail spaces along Huaihai Road. Walls embedded with green plants appear in the crowded building group, making people feel like leaving the concrete jungle and entering a fresh green garden.

### 石家庄勒泰中心>>P302

设计理念来源于老石家庄的记忆，把高低错落的传统村落、曲径通幽的空间形态和现代建筑处理手法相结合，山石、水景、街灯、座椅形成丰富的绿化景观，营造浓郁的商业气氛。

#### Lerthai Center, Shijiazhuang

The concept of project design is inspired by memories of old Shijiazhuang. It combines staggered traditional village, space form of winding path leading to a secluded spot and modern architectural approach. The rocks, waterscapes, streetlamps and benches form a rich greening landscape, bringing a strong commercial atmosphere.

### 济南中海环宇城>>P318

复杂的几何外形、模块、质感和颜色构成的建筑群充分体现了“VILLAGE”理念。建筑东、西、南、北向均讲究高低错落，并于简洁、雅致的立面之间，穿插黄色、绿色、橙色的缤纷“BOX”，使建筑极富灵动性。

#### China Overseas Plaza-Unipark, Jinan

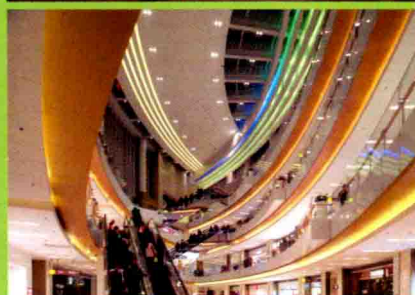
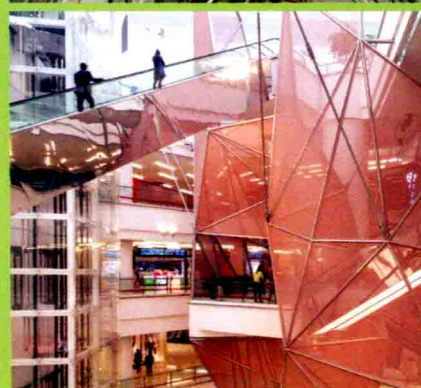
The “VILLAGE” concept is developed by composing a collection of distinct buildings layered together with complex geometry, patterns, texture and colors. The project stresses a high-low and scattered effect of east, west, south and north orientations of buildings. It interweaves yellow, green and orange “BOX” in the simple and elegant facades, making the buildings full of dynamic and flexibility.

### 成都国际金融中心>>P334

以“城中城”为规划设计理念，模仿九龙仓集团最成功的“香港海港城”，打造高度整合的综合体，扩大其作为成都中心地标的独特感染力。整体结构设计强调动感的街道、丰富的步行体验，使成都市民充分享受城市文化艺术生活。正立面的特色概念店采用突出的盒子设计，为成都街头带来匠心独运的建筑结构。

#### International Finance Square (IFS), Chengdu

The project, taking the planning design concept of “city within the city”, models on Wharf’s highly successful Harbor City to create a fully integrated complex, improving its unique appeal as the landmark development in the heart of Chengdu. The design of overall structure emphasizes dynamic street and rich pedestrian experience to enable citizens to enjoy the urban cultural and artistic life. Featured concept stores in front apply the design of extruded boxes, bringing imaginative building structure to Chengdu streets.





成都洛带博客小镇 (三号地块) >>P350

项目名取自“古为今用，洋为中用，广取众家之长”之意，延续“自然和谐、人本便利、弘扬文化、休闲逸趣”的洛带文化艺术村的设计理念，撷取民国时期的建筑理念和符号特征，将开放性、自由性、包容性的商业建筑展现在公众面前。

Boke Town (Parcel No.3), Chengdu

The name of Boke Town derives from "making use of ancient and Western knowledge". The Boke Town continues the design concept of Luodai Culture Art Village, that is, "nature, harmony, human-center, convenience, promoting culture and fun". Meanwhile, it captures architectural concept and symbol features in the Republic of China to present commercial buildings of openness, freedom and inclusiveness to the public.

首尔D-Cube City >>P376

巧妙的竖向设计令人联想起韩国传统山水画中无尽的山川、河流元素。利用形似灯笼的建筑造型营造温馨的氛围，透出的灯光吸引着人们前往。零售综合楼顶层的户外体验通道，则将意大利山城的特色在当代建筑中展现得淋漓尽致。

D-Cube City, Seoul

The smart vertical design of the project reminds visitors of endless mountains and rivers in traditional landscape paintings of South Korea. The project creates a warm atmosphere through lantern-shape building and its glowing light filtering through the exterior cladding at night, attracting visitors. Experiential outdoor pathway at the top of the retail complex has the character of an Italian hill town executed in modern architecture.

首尔Mecenatpolis >>P394

建筑设计的灵感源于自然峡谷的优雅外形和曲线。阶梯状阳台、玻璃桥梁、景观屋顶花园、开放式空间、极具魅力的水景、宏伟的中央广场，共同构成流动性、连接性俱佳的循环系统。

Mecenatpolis, Seoul

The architecture design of the project is inspired by the elegant form and curve of a natural canyon. Terraced balconies, glass bridges, landscaped roof gardens, open-air spaces, mesmerizing water features and a grand central plaza all reinforce the idea of a fluid and choreographed circulation system.

伊斯坦布尔 >>P412

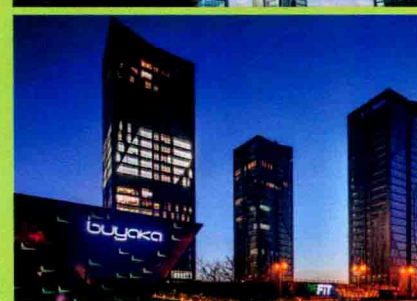
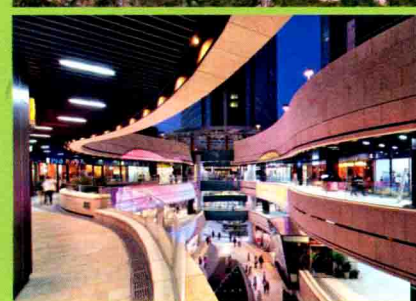
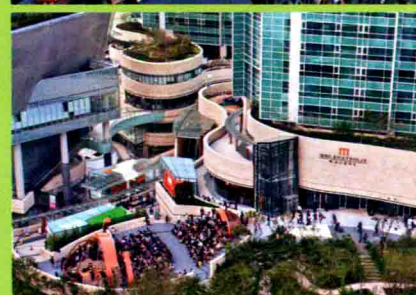
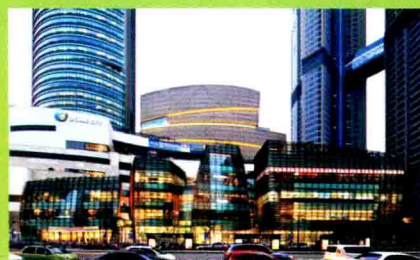
Buyaka购物中心

采用“碎片化”手法，打破城市常见的大型“功能盒子”，使之成为更亲切、更有魅力的建筑语言。深沉、阴暗的表面与明亮、光滑的表面相互交错，形成“外表皮脱落”的设计效果。

Buyaka, Istanbul

The project applies an approach of breaking the mega function boxes that are commonly seen in cities today into a more friendly and inviting formal language. The play between dark dull surfaces and light shiny surfaces creates "Shedding of Skin" in the appearance of the building.

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# CPDD Bible

A Bible for Commercial Property  
Development & Design

# 商道

## 商业地产开发设计之道

金盘地产传媒有限公司 策划  
广州市唐艺文化传播有限公司 主编



江苏凤凰科学技术出版社



## 序

纵观中国的商业版图，以广州、上海、北京为核心的珠江三角洲、长江三角洲和京津唐地区已经开始从行政区划上的“城市群落”转变为“中心城市——大城市——中型城市——小城市”逐层辐射的“城市商圈”。各商圈内呈现出高度一体化的融合局面，并带来地产商“趋之若鹜”的三重诱惑：一是商业赢利和物业升值；二是提升开发企业知名度，增加股票在资本市场上的吸引力；三是以物业增值和现金流吸引银行，增加授信额度。

商业地产魅力难挡，开发商按各自所需形成不同的模式：华润胜在商业、万达赢在地产、凯德擅玩资本。据不完全统计，2013年下半年，全国20个主要城市中有150多个购物中心开业，平均面积超过80 000平方米，数量之多、体量之大，创历史新高。如此大的商业体量，如何才能脱颖而出，显然已成为摆在相关企业面前的重要课题。

道，在中国哲学中，表示“终极真理”。本书以“商”言“道”，意在为商业地产开发、设计“答疑解惑”。“商”代表7种不同的商业地产模式：万达模式、华润置地模式、凯德置地模式、龙湖模式、中粮模式、其他特色模式、国外模式。“道”代表这7种模式在开发、规划、设计、招商、运营推广方面的方式和方法。

本书甄选万达、华润、凯德、龙湖、中粮等著名开发商的20个高品质项目，以商业地产开发、设计为重点，从政策背景、区位特征、定位策略、规划设计、交通设计、建筑设计、景观设计、空间设计等方面进行详细阐述，同时对业态

布置、品牌招商、运营推广进行补充分析，并配以大量的前期规划分析图纸，完整地还原一个商业地产项目“从无到有”的过程。

特别值得一提的是，本书对当下商业地产的7种典型开发模式进行了深度解构，以期为地产开发商、设计师、专业投资机构提供更具实用性的参考。

牛顿曾说：“如果说我比别人看得更远些，那是因为我站在了巨人的肩上。”

成功的商业模式并不是简单的复制，而是在以“巨人”为参考的过程中不断创新，并进行本土化的融合，如此才能避免“水土不服”。“授人以鱼不如授人以渔”，本书以“模式”为分类依据，重点在于为商业地产的持续发展提供可行性的“模式创新”思路。

随着商业地产的不断探索和实践，未来的商业模式将被注入更多的特色元素和成熟基因。今天的实践为未来的展望打开了一扇大门，我们有理由相信：只有具备摒弃过去的勇气和走出误区的决心，才能打造出属于自己的“地产江湖”。

商业地产与住宅地产历来都有“你方唱罢我登场”的关系。过去十年，住宅地产“一骑绝尘”，领跑整个地产行业，商业地产则“隐忍不发”。如今，“风水轮转”，商业地产能否扛起“领涨大旗”备受关注。不断变幻的市场环境，亟须我们作出自己的前瞻与判断。



## Preface

Making a general survey of commercial territory in China, we can find that the Pearl River Delta, Changjiang River Delta and Beijing-Tianjin-Tangshan Region, centralizing Guangzhou, Shanghai and Beijing separately, has transformed from "urban communities" of administrative division to radiating "urban commercial circle" of "central city – big city – middle-sized city – small city". Each commercial circle presents a highly integrated complex and produces triple temptations for land agents. The triple temptations are as below: first, commercial benefit and property appreciation; second, raising awareness of the development enterprise and adding attraction to its stock in capital market; third, attracting banks through property appreciation and cash flow, increasing credit line.

Commercial properties are glamorous and attractive, and developers form different modes according to their different demands: the China Resources takes the lead in commercial activity, Wanda is good at property management while the CapitalLand is adept at controlling capital. According to incomplete statistics, in the second half of 2013, more than 150 shopping centers were opened in 20 main cities throughout China with an average area more than 80,000 m<sup>2</sup>. Such a large number and scale create a new peak in history. How to make such a large commercial body outstand among competitors has obviously become a significant subject for related enterprises.

Tao, in Chinese philosophy, represents "the ultimate truth". Its significance in China is just like the indispensability of the Bible in the Western. This book interprets "Tao" from the aspect of "commerce" to offer solutions to commercial property development and design and provide a Bible for commercial property developers and designers. The "commerce" represents seven commercial property modes: Wanda mode, China Resources Land mode, CapitalLand mode, Longfor mode, COFCO Group mode, other featured modes and foreign mode. The "Tao" represents the ways and approaches of the seven modes in development, planning, design, merchant attracting, operation and promotion.

This book selects 20 high-quality projects of famous developers, including Wanda, China Resources Land, CapitalLand, Longfor, COFCO Group and so on, and displays their developments and designs of commercial properties from policy background, region features, positioning strategy, planning design, traffic design, architecture design, landscape design, space design and so on. Meanwhile, it complementally analyzes

commercial activities, brand merchant attracting, operation and promotion with a large amount of analysis drawings of earlier stage planning. Therefore, this book reproduces the complete process of a commercial property project growing out of nothing.

Particularly, this book deeply deconstructs current seven typical development modes of commercial property to provide developers, designers and professional investment institutions with practical reference.

Newton once said, "If I can see a bit farther than some others, it is because I am standing on the shoulders of giants."

A successful commercial mode is not a simple copy; instead, it continuously innovates when referencing "giants" and integrates local features to avoid "being not acclimatized". "Teaching one to fish is better than giving him fish", therefore, this book with "mode" as the classified basis focuses on providing practical "mode innovation" ideas for sustainable development of commercial property.

With the continuous exploration and practice of commercial property, the future commercial mode will be injected with more featured elements and mature genes. The practice today opens a door for future expectation. We have reason to believe that only if we have the courage to abandon the past and the determination to get rid of misunderstanding, will we be able to create our own "property state".



### 大连万达中心>>P16

通过改变外围结构柱外露部分的进深，形成具有退韵变化的建筑肌理。每节退韵单元的高度均按“黄金分割比例”进行收分，塑造简洁而又具有刚性力度的形体，更好地彰显出综合体的城市地标性。

#### Wanda Center Dalian

Through changing the depth of columns of peripheral structure, a concave-convex texture is formed. The height of each backward unit is arranged in golden section to mold a simple yet powerful shape.

### 莆田万达广场>>P32

建筑群体形象充分体现万达高效、简练的企业文化特征。立面设计结合不同功能区域的不同要求，形成不同的材料体块。金属板幕墙肌理从四边形到三角形的渐变效果，诠释了莆田市人工环境与自然环境交相呼应、人与自然环境和谐共生。陶百叶凹凸的肌理变化，着重突出项目的尊贵品质以及人们对生活的执着追求。

#### Wanda Plaza Putian

The building group image fully presents the efficient and concise enterprise culture characteristics of Wanda Group. The facade design, combining demands of different functional areas, forms different material chunks. The texture of metal plate curtain wall gradually changes from quadrangle to triangle, interpreting the integration of artificial environment and natural environment in Putian, and the harmonious coexistence of human and natural environment. The concave-convex texture of ceramic louvers highlights the noble quality of the project and insistent pursue of life.

### 成都万象城>>P64

强调建筑的整体造型与环境绿化相结合。通过层叠的退台设计、围合的“美食花园”广场以及屋顶花园的处理，在赋予建筑人文特征的同时，诠释“共生”的购物中心理念。

#### The MixC Chengdu

The integral shape of the building emphasizes integration with environment greening. By tiered terrace design, enclosed “gourmet garden” square and treatment of roof garden, the project interprets the shopping center concept of “coexistence” when giving the building cultural characteristics.

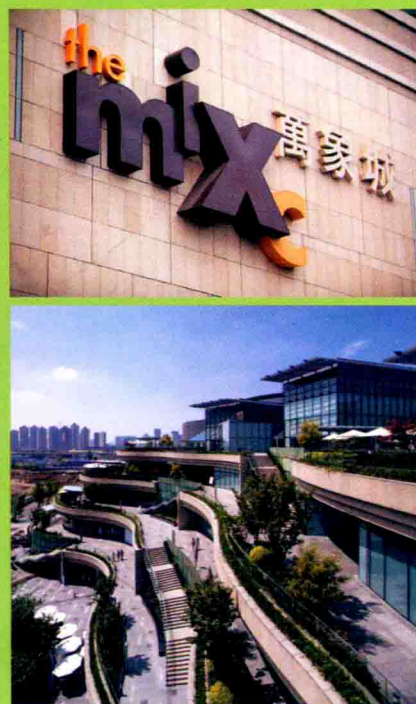
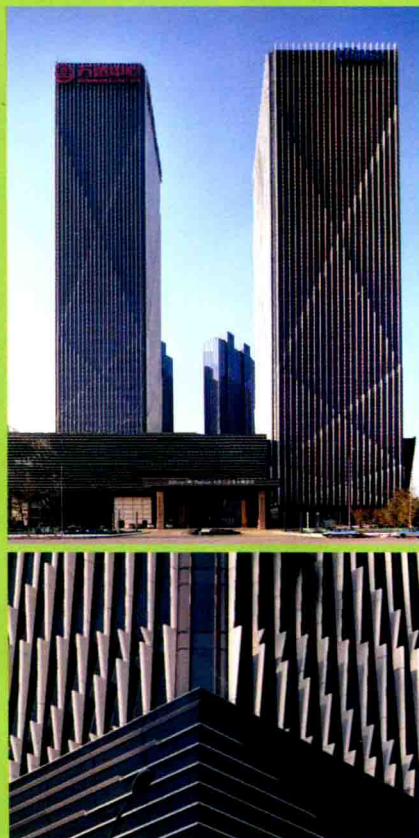
### 沈阳万象城>>P84

建筑将现代意识和具有自由精神的装饰艺术风格相融合，立面以石材、金属、玻璃进行打造，刚柔并济的横、竖线条，突出建筑材料的质感和纹理，时尚感强烈。大楼外墙覆盖的玻璃象征瀑布的形状，“水”持续流动并随季节而变化，而“水”的精华成为亘古不变的“永恒”。

#### The MixC Shenyang

The building integrates modern concept with free-spirit Art Deco style. Its facade is built of stone, metal and glass. The horizontal and vertical lines coupling hardness with softness highlight the texture of the materials and have a strong sense of fashion. The glass covering the facade of the building symbolizes the shape of waterfall. “Water” flows continually and changes as the seasons change, and the essential of “water” become an eternally immutable “eternity”.

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### 成都来福士广场 P108

设计师以杜甫的《咏怀古迹》为设计灵感，将“三峡楼台淹日月，五溪衣服共云山”的宏伟意境进行完美演绎，形成了类似峡谷的空间变幻感与切削的锋锐感，带给人们奇妙、绚丽的感官体验。

#### Raffles City Chengdu

Inspired by a poem of the city's greatest poet Du Fu, "From the northeast storm-tossed to the southwest, time has left stranded in Three Valleys", the designers give the grand conception a perfect interpretation, and create a changeable valley-shape space and a sharp feeling of slicing, bringing visitors fantastic and gorgeous sensory experience.

### 宁波来福士广场 P134

立面设计上，主入口的雨棚从建筑体量自然地延伸出来，成为联系建筑内外的条带，彰显出强烈的整体感。办公塔楼南侧的空中花园构成其自身的标识性，穿插深浅变化的条形彩釉玻璃，使建筑的肌理呈现出水流一样的流动感。

#### Raffles City Ningbo

In facade design, the canopy of the main entrance naturally stretches out from building to become a connection, presenting a strong wholeness. The air garden at the south of office tower constitutes identification. Colored glazing strips, interweaving and varying, make the texture of building as dynamic as flowing water.

### 重庆星悦荟 P158

采取反规划的建筑思路，使建筑本身成为一件艺术品，让每个立面都标新立异。设计打破现代主义大片、整齐划一的外立面，将其碎化，从而形成层次分明、立体感极强、极富个性的外立面，保持一种和谐、亲近的视觉美感。

#### Starry Street Chongqing

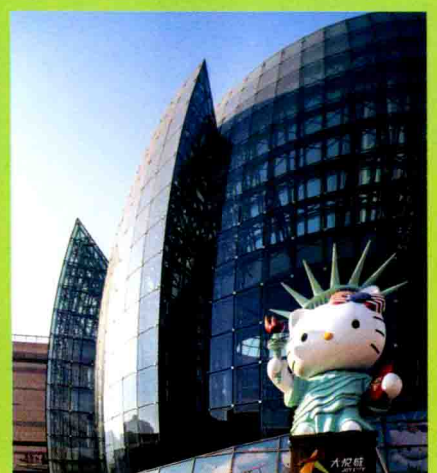
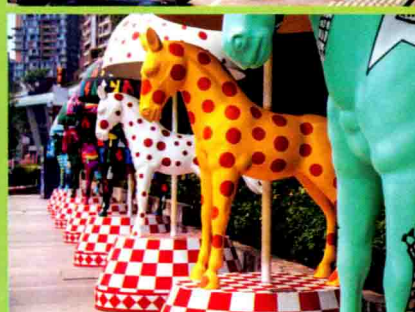
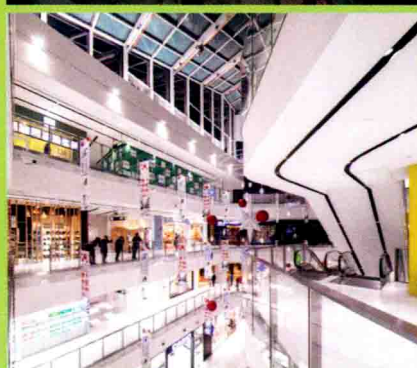
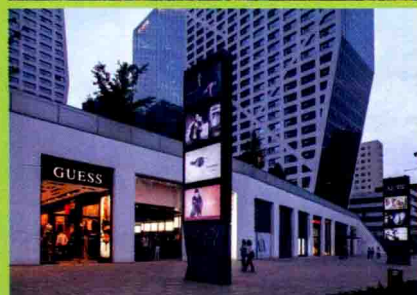
Designers applied an architecture idea of "anti-planning" to make the building an artwork with each facade being unconventional. The design of the facades breaks through the modern large and uniform facades. Instead, it breaks the facades into fragments to form personalized facades of distinct layers, strong stereoscopic impression, keeping a harmonious and friendly visual beauty.

### 天津大悦城 P182

采用玉米地和农作物等意象作为主导视觉要素，从农作物随风摇曳的景象中，构思楼顶景观层层叠叠的动态曲线。同时，以各种“片断式”的设计手法，创造人们可参与、体验的景观环境。起伏的界面、空间与建筑结合，形成富有动感的流线，营造具有活力的空间交替变化。

#### Joy City Tianjin

The design adopts images of cornfield and crops as dominant visual elements and conceives a tier upon tier dynamic curves of rooftop landscape from the scenery of crops floating with wind. With the design approach of "fragment", the design creates a landscape environment that allows people to take part in and experience. Rolling interface and space are combined with building forming a dynamic circulation and creating an alternation of vivid space.





深圳海雅缤纷城 >>P204

在色彩的变幻设计中，犹如几块巨大、璀璨的宝石，镶嵌在银色的建筑基座上。特殊的流线型建筑体与色彩运用，不仅彰显出建筑独特个性，也在商业使用中，极具视觉标识性和引导性。

HaiYa Mega Mall, Shenzhen

The buildings in different colors with different textures and facades are like several huge brightly shining precious stones inlaid into the silvery building base. Specific streamlined shape and color of the buildings show the unique architecture image with visual signal and guidance.

深圳星河龙岗COCO Park >>P224

采用亲切、自然、休闲的建筑风格，配合来源于“水滴”灵感的玻璃球体设计，外墙以浅灰色为主色调，流线型的动感花纹营造出全新的休闲氛围。同时，提出“内街”概念，使内院景观平台与室内购物街在规划上产生互动。

COCO Park Longgang, Shenzhen

The amiable, natural and casual architectural style, glass ball design inspired from “water drop”, facades dominated by light gray and clipper-built dynamic patterns present a new leisure atmosphere. The project puts forward a concept of “Inner Street”, which makes the inner patio landscape platform interact with indoor shopping street in planning.

深圳福田科技广场 >>P244

3栋塔楼以“品”字形布置于用地之中，每栋塔楼与地面直接联系，犹如破土而出的水晶。在近人尺度方面，通过以3栋超高层塔楼为主体，加上用地内散落的5栋大小、高低不一的多层建筑，共同形成几条富有变化的内街。

Futian Science Plaza, Shenzhen

Three towers in a “品” layout is adopted. Each tower is directly connected to the land like a sprouting crystal break through the soil. As for human orientation, three super high-rise towers and five scattered podiums of different sizes form several changeable inner streets.

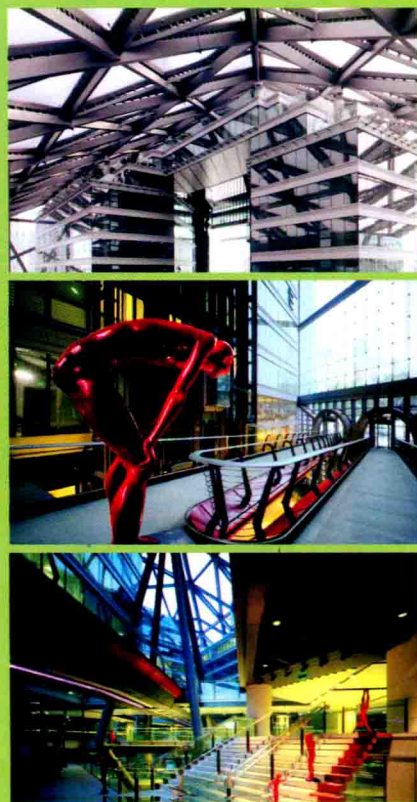
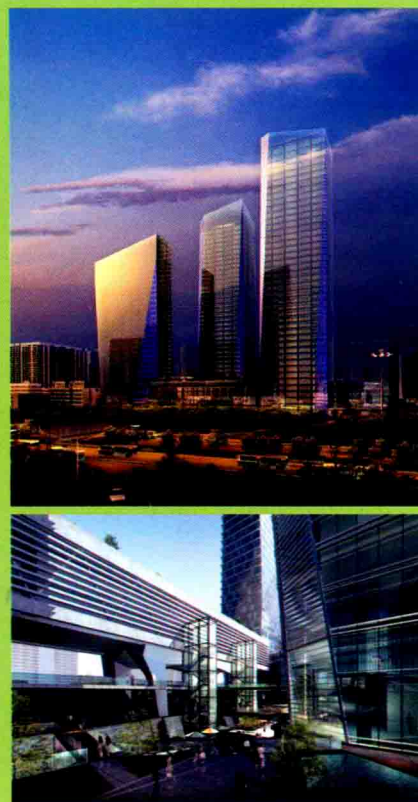
北京侨福芳草地 >>P264

雕塑与建筑相融合，散发着属于侨福芳草地的独特气质。奇趣而充满不羁想象力的作品，引领消费者进入达利“狂想的旅程”，这不仅是侨福芳草地的精神珍品，更象征着“通往西方的桥梁”。

Parkview Green, Beijing

The combination of sculptures and buildings diffuses a unique temperament of the project. The funny sculpture works, which is full of uninhibited imagination, lead consumers to join in Dali’s “rhapsodic journey”. They are spirit treasures of the project; what’s more, they symbolize “the bridge leading to the Western”.

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### 上海iAPM>>P288

设计师把石库门的建筑风格运用到项目中，并把室外部分与商业走廊上的阶梯平台进行连接，形成了沿淮海路醒目的双层商业空间。镶满绿植的墙壁出现在拥挤的建筑群中，让人顿时远离都市水泥森林，进入清新的绿色花园。

#### iAPM, Shanghai

The Shikumen style is applied in the project; the exterior is connected to the terraced platforms that overhang the bustling commercial corridor, which results in the creation of striking double-height retail spaces along Huaihai Road. Walls embedded with green plants appear in the crowded building group, making people feel like leaving the concrete jungle and entering a fresh green garden.

### 石家庄勒泰中心>>P302

设计理念来源于老石家庄的记忆，把高低错落的传统村落、曲径通幽的空间形态和现代建筑处理手法相结合，山石、水景、街灯、座椅形成丰富的绿化景观，营造浓郁的商业气氛。

#### Lerthai Center, Shijiazhuang

The concept of project design is inspired by memories of old Shijiazhuang. It combines staggered traditional village, space form of winding path leading to a secluded spot and modern architectural approach. The rocks, waterscapes, streetlamps and benches form a rich greening landscape, bringing a strong commercial atmosphere.

### 济南中海环宇城>>P318

复杂的几何外形、模块、质感和颜色构成的建筑群充分体现了“VILLAGE”理念。建筑东、西、南、北向均讲究高低错落，并于简洁、雅致的立面之间，穿插黄色、绿色、橙色的缤纷“BOX”，使建筑极富灵动性。

#### China Overseas Plaza-Unipark, Jinan

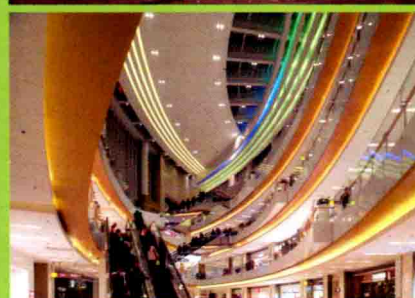
The “VILLAGE” concept is developed by composing a collection of distinct buildings layered together with complex geometry, patterns, texture and colors. The project stresses a high-low and scattered effect of east, west, south and north orientations of buildings. It interweaves yellow, green and orange “BOX” in the simple and elegant facades, making the buildings full of dynamic and flexibility.

### 成都国际金融中心>>P334

以“城中城”为规划设计理念，模仿九龙仓集团最成功的“香港海港城”，打造高度整合的综合体，扩大其作为成都中心地标的独特感染力。整体结构设计强调动感的街道、丰富的步行体验，使成都市民充分享受城市文化艺术生活。正立面的特色概念店采用突出的盒子设计，为成都街头带来匠心独运的建筑结构。

#### International Finance Square (IFS), Chengdu

The project, taking the planning design concept of “city within the city”, models on Wharf’s highly successful Harbor City to create a fully integrated complex, improving its unique appeal as the landmark development in the heart of Chengdu. The design of overall structure emphasizes dynamic street and rich pedestrian experience to enable citizens to enjoy the urban cultural and artistic life. Featured concept stores in front apply the design of extruded boxes, bringing imaginative building structure to Chengdu streets.





成都洛带博客小镇 (三号地块) >>P350

项目名取自“古为今用，洋为中用，广取众家之长”之意，延续“自然和谐、人本便利、弘扬文化、休闲逸趣”的洛带文化艺术村的设计理念，撷取民国时期的建筑理念和符号特征，将开放性、自由性、包容性的商业建筑展现在公众面前。

Boke Town (Parcel No.3), Chengdu

The name of Boke Town derives from "making use of ancient and Western knowledge". The Boke Town continues the design concept of Luodai Culture Art Village, that is, "nature, harmony, human-center, convenience, promoting culture and fun". Meanwhile, it captures architectural concept and symbol features in the Republic of China to present commercial buildings of openness, freedom and inclusiveness to the public.

首尔D-Cube City >>P376

巧妙的竖向设计令人联想起韩国传统山水画中无尽的山川、河流元素。利用形似灯笼的建筑造型营造温馨的氛围，透出的灯光吸引着人们前往。零售综合楼顶层的户外体验通道，则将意大利山城的特色在当代建筑中展现得淋漓尽致。

D-Cube City, Seoul

The smart vertical design of the project reminds visitors of endless mountains and rivers in traditional landscape paintings of South Korea. The project creates a warm atmosphere through lantern-shape building and its glowing light filtering through the exterior cladding at night, attracting visitors. Experiential outdoor pathway at the top of the retail complex has the character of an Italian hill town executed in modern architecture.

首尔Mecenatpolis >>P394

建筑设计的灵感源于自然峡谷的优雅外形和曲线。阶梯状阳台、玻璃桥梁、景观屋顶花园、开放式空间、极具魅力的水景、宏伟的中央广场，共同构成流动性、连接性俱佳的循环系统。

Mecenatpolis, Seoul

The architecture design of the project is inspired by the elegant form and curve of a natural canyon. Terraced balconies, glass bridges, landscaped roof gardens, open-air spaces, mesmerizing water features and a grand central plaza all reinforce the idea of a fluid and choreographed circulation system.

伊斯坦布尔 >>P412

Buyaka购物中心

采用“碎片化”手法，打破城市常见的大型“功能盒子”，使之成为更亲切、更有魅力的建筑语言。深沉、阴暗的表面与明亮、光滑的表面相互交错，形成“外表皮脱落”的设计效果。

Buyaka, Istanbul

The project applies an approach of breaking the mega function boxes that are commonly seen in cities today into a more friendly and inviting formal language. The play between dark dull surfaces and light shiny surfaces creates "Shedding of Skin" in the appearance of the building.

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